Infinity Blade 2's ClashMob: Raising a Social Army

Joe Graf

East Coast Game Conference
April 26, 2012
About Me

• Worked at Epic Games over 8 years

• Primarily focused on online features for our games and engine

• Sr. Online Architect at Epic
About Infinity Blade 2

• Franchise introduced in December 2010
• Franchise has grossed > $30 million

• Infinity Blade 2
  – 15 Perfect Scores
  – More than 20 Game of the Year Awards

• “Simply put, you need this game” --G4TV.com
• “An iOS Masterpiece” --Touch Arcade
Why update Infinity Blade 2?

- Currently, a single player experience
- Want a cooperative multiplayer experience
- Want a reason to return to the game each day
- And...
Infinity Blade 1 DAU

Updates generate spikes in DAU and sales
What is a ClashMob?

• Large scale challenge requiring thousands to complete
• Everyone that participates receives the reward
• Bonuses given for social elements
  – Friends that play
  – “Like”-ing a ClashMob post on the Infinity Blade page
  – Retweeting a ClashMob tweet

• In Infinity Blade 2, comprised of mini-games
  – Future games can and will do more
ClashMob Examples

• Defeat X enemies
• Do X damage to a boss
• Collect X items in a time period
• Survive for X seconds

• See the pattern?
  – Needs to be a target value the server can track for completion
ClashMob Communication

HTTPS

Google App Engine

Facebook

Twitter
ClashMob Step by Step

Get ClashMob List
Return visible events

Google App Engine
ClashMob Step by Step

The Dark Ninja Returns

Starts in: 2 Hrs 8 Mins

Keuro has returned, and he's looking for retribution! Deal as much damage as you can - do your part to defeat the Titan!

Coming Soon!
REWARD: $12,000
Apr 24

PRE-REGISTER:
ClashMob Step by Step

Get ClashMob List

Return visible events

Enroll in ClashMob

Push Notification of Start

Google App Engine
ClashMob Step by Step

What did you call me!?  
Time Left: 1 Day 4 Hrs

The MX-Hulk has come seeking vengeance! You will have unlimited super moves, do as many stabs as possible! Required: Character Level 20

- **The Hunted**
  - REWARD: $10,000
  - 21 Hrs

- **What did you call me!?**
  - REWARD: Helio Armor
  - 1 Day

- **Night of the Ninja**
  - REWARD: $10,000
  - 1 Day

- **Gold in the Sand**
  - REWARD: Full Health
  - 1 Day

**Score Information**

848,274 | 1,000,000

Do 100000 Stabs: 84%

**MOB Size**

70588

**Play Now:**
ClashMob Step by Step

1. Get ClashMob List
2. Return visible events
3. Enroll in ClashMob
4. Push Notification of Start
5. Send Player Contribution
6. Return Global Progress
7. Push Notification of Completion

Google App Engine
ClashMob Step by Step

- Dodge This
  REWARD: $11,000
- Ealoseum's Fury
  REWARD: $12,000
- Power of the Ring
  REWARD: Silverlight
- Ealoseum's Treasure
  REWARD: $25,000
- Wanna Fight? Fight Me!
  REWARD: $6,000
- Get off my Land
  REWARD: Double XP

Ealoseum's Treasure
Collect as many gold bags as you can!

MOB VICTORY!
COLLECT 450000 BAGS: 100%
MOB SIZE: 24902
BAGS YOU COLLECTED: 27
CLAIM REWARD:
ClashMob Step by Step

Get ClashMob List

Return visible events

Enroll in ClashMob

Push Notification of Start

Send Player Contribution

Return Global Progress

Push Notification of Completion

Claim Reward

Google App Engine
ClashMob Server

### Current Time: Tue Apr 24 22:10:53 UTC 2012

<table>
<thead>
<tr>
<th>Id</th>
<th>Description</th>
<th>Start</th>
<th>End</th>
<th>FB Likes</th>
<th>FB Progress</th>
<th>Retweets</th>
<th>Twitter Progress</th>
<th>Success/Attempts</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>cm week_4_7</td>
<td>null</td>
<td>04/23 17:59</td>
<td>04/25 17:59</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>26593/29121</td>
<td>66%</td>
</tr>
<tr>
<td>cm week_2_6</td>
<td>null</td>
<td>04/19 01:00</td>
<td>04/26 01:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50159/70912</td>
<td>85%</td>
</tr>
<tr>
<td>cm week_7_3</td>
<td>null</td>
<td>04/24 11:59</td>
<td>04/26 11:59</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14202/15064</td>
<td>56%</td>
</tr>
<tr>
<td>cm week_6_3</td>
<td>null</td>
<td>04/24 17:00</td>
<td>04/26 17:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7575/7608</td>
<td>13%</td>
</tr>
<tr>
<td>cm week_4_5b</td>
<td>null</td>
<td>04/23 23:59</td>
<td>04/26 23:59</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>21499/27362</td>
<td>71%</td>
</tr>
<tr>
<td>cm week_4_6b</td>
<td>null</td>
<td>04/23 11:59</td>
<td>04/28 11:59</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>24730/34216</td>
<td>70%</td>
</tr>
</tbody>
</table>

### Current Time: Tue Apr 24 22:12:02 UTC 2012

<table>
<thead>
<tr>
<th>Id</th>
<th>Description</th>
<th>Start</th>
<th>End</th>
<th>FB Likes</th>
<th>FB Progress</th>
<th>Retweets</th>
<th>Twitter Progress</th>
<th>Success/Attempts</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>cm week_2_1c</td>
<td>null</td>
<td>04/18 13:00</td>
<td>04/18 19:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>45741/5192</td>
<td>101%</td>
</tr>
<tr>
<td>cm week_3_5</td>
<td>null</td>
<td>04/17 18:01</td>
<td>04/19 18:01</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>37008/45296</td>
<td>100%</td>
</tr>
<tr>
<td>cm week_2_2b</td>
<td>null</td>
<td>04/19 13:00</td>
<td>04/19 21:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3785/3785</td>
<td>101%</td>
</tr>
<tr>
<td>cm week_3_4</td>
<td>null</td>
<td>04/17 10:00</td>
<td>04/20 10:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>45741/45741</td>
<td>74%</td>
</tr>
<tr>
<td>cm week_2_3b</td>
<td>null</td>
<td>04/20 13:00</td>
<td>04/20 17:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>898/898</td>
<td>107%</td>
</tr>
<tr>
<td>cm week_3_7</td>
<td>null</td>
<td>04/18 23:00</td>
<td>04/20 23:00</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>24277/24354</td>
<td>100%</td>
</tr>
</tbody>
</table>
Raising a Social Army

• My Mob
• Twitter integration
• Facebook integration

• Other social networks are forthcoming
What is My Mob?

• Bonuses for friend participation
  – Social interactions that are neither guilt based nor gameplay gating

• More can be done with My Mob
  – Gifting
  – Leaderboards

• Future games will add more features/benefits
My Mob

- Pulled from Facebook & Game Center on iOS
- Bonuses for friends

### My Mob: 14

- Donald Mustard
  - Played 22 Mins Ago
- Geremy Mustard
  - Played 16 Mins Ago
- Josh Andersen
  - Played 17 Mins Ago
- Michael Low
  - Played 20 Mins Ago
- Nathan Trewartha
  - Played 8 Mins Ago
- Orlando Barrowes
  - Played 7 Mins Ago
- Scott Bowen
  - Played 120 Mins Ago

**Call to action**

<table>
<thead>
<tr>
<th>FRIENDS</th>
<th>PERKS ADDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔️ 1</td>
<td>$1000 Bonus</td>
</tr>
<tr>
<td>✔️ 3</td>
<td>+ 5 Seconds</td>
</tr>
<tr>
<td>✔️ 5</td>
<td>+ 1 Bonus Play</td>
</tr>
<tr>
<td>✔️ 10</td>
<td>+ 5 Seconds</td>
</tr>
<tr>
<td>✔️ 15</td>
<td>+ $15000 Bonus</td>
</tr>
</tbody>
</table>

### INVITE

- Facebook
- Twitter
- More
Twitter Integration

• Current version
  – Game uses iOS integration to tweet player progress

Joe Graf @EpicCog
One IRON GOLEM down, only 43% to go to earn the ClashMob reward: Medium Key gold! #InfinityBlade
New Twitter Integration

• Our server sends a Tweet out when a ClashMob becomes available

  Infinity Blade  @InfinityBlade
  Daeril Fiends are attacking the Outlands! Kill one in time - do your part to defeat them all! Every RT defeats one! #clashmob

• Game client can retweet for a reward
  – Retweets outside of the game still count
  – Builds awareness
  – People without the game can participate
Twitter Integration

Google App Engine

Twitter ID

Tweet ClashMob

Retweet ClashMob

Twitter ID
Facebook Integration

• Current version
  – Game uses iOS integration to post to player’s feed
New Facebook Integration

• Our server posts to the Infinity Blade page when a ClashMob is available

• “Like”s count as progress
  – Participation by those that don’t own the game

• Players post progress to the “Comment”s
Facebook Integration

Facebook ID

Post to Infinity Blade 2 Page

“Like” Post

Add progress to comments

Google App Engine

Facebook ID
ClashMob Effect on DAU

![Graph showing DAU over time from March 25 to April 21, 2012. The graph illustrates a peak in DAU around April 12, 2012, followed by a decline.]
ClashMob Effect on Gold Purchasers
Infinity Blade 2's ClashMob: Raising a Social Army

Special thanks to:
Donald & Geremy Mustard
ChAIR Entertainment
Wes Hunt
Josh Markiewicz
Eric Newman
Ian Thomas
Sam Zamani

Joe Graf
Epic Games, Inc.
Twitter: @EpicCog
Patent pending:
61/618,053 & 61/618,024